

961-419

9/11/2013

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF
CHEMICAL SAFETY AND
POLLUTION PREVENTION

Lebanon Seaboard Corporation
c/o Mr. John F. Wright
Product & Regulatory Associates, LLC
P.O. Box 1683
Voorhees, NJ 08043-9998

SEP 11 2013

Subject: Label Amendment: Alternate Brand Names and Additional marketing claims
Product Name: TURF Fertilizer Broadleaf Plus Dimension Weed Control
EPA Reg. No.: 961-419
Decision No.: 480279
Revised Label submitted on September 5, 2013

Dear Mr. Wright:

The labeling referred to above, submitted in connection with registration in accordance with FIFRA section 3(C)(5), as amended, is acceptable, provided that you submit and/or cite all data required for reregistration/registration review of your product under FIFRA when the Agency requires all registrants of similar products to submit such data. While no additional data is being requested at this time, marketing claims made on the pesticide label must be substantiated by data maintained in your files. If data supporting marketing claims made on the product label is not available then those claims must be removed.

A stamped copy of your label is enclosed for your records. This label supersedes all previously accepted labels. You must submit one (1) copy of the final printed label before you release the product for shipment. Products released for shipment after eighteen (18) months from the date of this letter must bear the new revised label. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA §6(e). Your release for shipment of the product constitutes acceptance of these conditions. If you have questions or concerns regarding this letter, please contact Beth Benbow at (703) 347-8072 or email at benbow.bethany@epa.gov.

Sincerely,

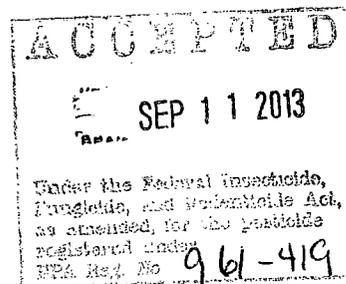
A handwritten signature in black ink, appearing to read "Kathryn V. Montague".

Kathryn V. Montague
Product Manager 23
Herbicide Branch
Registration Division (7505P)

TURF Fertilizer Broadleaf Plus Dimension Weed Control

(Alternate Brand Names:

- Agway Greenlawn Supreme Spring Fertilizer • Feed, Weed and Crabgrass Control
- Preen Lawn Stepaver Weed Control Plus Fertilizer¹
- GreenView® Lawn Food with Preen® Weed Barrier
- GreenView® Lawn Food with Preen® Weed Preventer
- Preen® STEPSAVER® Crabgrass Preventer and Weed & Feed plus Fertilizer
- Preen® STEPSAVER® Crabgrass Preventer plus Fertilizer
- Preen® STEPSAVER® Crabgrass Preventer and Fertilizer
- Preen® STEPSAVER® Weed & Feed plus Crabgrass Preventer
- Preen® Crabgrass Preventer and Weed & Feed plus Fertilizer
- Preen® Crabgrass Preventer plus Fertilizer
- Preen® Crabgrass Preventer and Fertilizer
- Preen® Crabgrass Preventer and Weed & Feed plus Fertilizer
- Preen® Lawns Crabgrass Preventer and Weed & Feed plus Fertilizer
- Preen® Lawns Crabgrass Preventer plus Fertilizer
- Preen® Lawns Crabgrass Preventer and Fertilizer
- Preen® Lawns Crabgrass Preventer and Weed & Feed plus Fertilizer
- Agway Greenlawn Supreme Spring Fertilizer - Feed, Weed and Crabgrass Control)



ACTIVE INGREDIENTS:

2,4-D, 2-ethyhexyl ester	1.108%
Mecoprop-p	0.167%
Dicamba	0.071%
Dithiopyr	0.160%
OTHER INGREDIENTS:	<u>98.494%</u>
TOTAL	100.000%

THIS PRODUCT CONTAINS:

- 14.70 lb 2,4-dichlorophenoxyacetic acid equivalent per ton or 0.735% (CAS 1928-43-4)
 - 3.34 lb (+)-(R)-2-(2 methyl-4-chlorophenoxy) propionic acid equivalent per ton or 0.167% (CAS 16484-77-8)
 - 1.42 lb 3,6-dichloro-o-anisic acid equivalent per ton or 0.071% (CAS 1918-00-9)
 - 3.20 lb dithiopyr per ton or 0.160% (CAS 97886-45-8)
- Isomer Specific By AOAC Methods.

GUARANTEED FERTILIZER ANALYSIS	
Total Nitrogen (N)	x.x%
x.x% Ammoniacal Nitrogen	
x.x% Water Insoluble Nitrogen	
x.x% Urea Nitrogen	
x.x% Other Water Soluble Nitrogen	
Available Phosphate (P2O5)	x.x%
Soluble Potash (K2O)	x.x%
Iron (Fe)	x.x%
Nutrient Sources: [Guaranteed analysis and nutrient sources to be supplied based on fertilizer analysis used by manufacturer.]	

**KEEP OUT OF REACH OF CHILDREN
CAUTION**

New York State: Do not exceed one application at the maximum rate of 3.6 pounds of product per 1,000 sq.ft. per year [0.25 lb. of dithiopyr per acre per year].

STOP! READ THE ENTIRE LABEL FIRST. OBSERVE ALL PRECAUTIONS AND FOLLOW DIRECTIONS CAREFULLY.

See back panel for First Aid and additional Precautionary Statements

EPA Reg. No. 961-419 (L) (D)
EPA Est. No. 961-PA-01, 961-IL-01, [XXXX-XX-XX]
Superscript used is first letter of lot number.

[Manufactured By:] [Distributed By:] [Produced By:]
Lebanon Seaboard Corporation
1600 East Cumberland Street
Lebanon, PA 17042
[Made in the U.S.A.]
www.lebsea.com [www.greenviewfertilizer.com] [www.preen.com] [www.xyz.com]

Covers [X,XXX] Square Feet [SQUARE FEET] [SQ.FT.] [Sq.Ft.]
Net Weight: [Net Wt.:] xx lbs. [LBS.] [POUNDS] (xx.x kg) [(XX.X KG)]
Treats: XX,XXX Sq. Ft. [SQ.FT.] [Square Feet] [SQUARE FEET]

[Optional Heading: Care & Handling] **STOP! READ THE ENTIRE LABEL FIRST. OBSERVE ALL PRECAUTIONS AND FOLLOW DIRECTIONS CAREFULLY.**

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals
CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wear protective eyewear. Wash thoroughly with soap and water after handling and before eating,

drinking, chewing gum, or using tobacco. Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals.

First Aid	
If in eyes:	<ul style="list-style-type: none"> • Hold eye open and rinse slowly and gently with water for 15 - 20 minutes. • Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. • Call a poison control center or doctor for treatment advice.
If swallowed:	<ul style="list-style-type: none"> • Call a poison control center or doctor immediately for treatment advice. • Have person sip a glass of water if able to swallow. • Do not induce vomiting unless told to do so by a poison control center or doctor. • Do not give anything by mouth to an unconscious person.
If on skin or clothing:	<ul style="list-style-type: none"> • Take off contaminated clothing. • Rinse skin immediately with plenty of water for 15 - 20 minutes. • Call a poison control center or doctor for treatment advice.
Have the product container or label with you when calling a poison control center or doctor or going for treatment. For additional information in case of emergency, call toll free 1-877-800-5556.	

Environmental Hazards

This pesticide is toxic to fish and aquatic invertebrates and may adversely affect non-target plants. To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treatment area. Sweeping any product that lands on a driveway, sidewalk, or street, back onto the treated area of the lawn will help to prevent run off to water bodies or drainage systems.

This chemical has properties and characteristics associated with chemicals detected in groundwater. The use of this chemical in areas where soils are permeable, particularly where the water table is shallow, may result in groundwater contamination. Application around a cistern or well may result in contamination of drinking water or groundwater.

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

- Do not apply this product in a way that will contact any person or pet, either directly or through drift. Keep people and pets out of the area during application. Do not allow people or pets to enter the treated area until dusts have settled.

[OPTIONAL HEADING:] [INSTRUCTIONS:] [USE INSTRUCTIONS:] [APPLICATION DIRECTIONS:] [APPLICATION INSTRUCTIONS:] [TURF Fertilizer Broadleaf Plus Dimension or This product] is formulated [designed] to provide control of most annual grasses and certain broadleaf weeds* commonly found in home lawns.

[TURF Fertilizer Broadleaf Plus Dimension Weed Control or This product] contains three components: a preemergent herbicide, a lawn fertilizer, and a post emergent broadleaf weed* killer.

- The preemergent herbicide can be applied to established turfgrass to control crabgrass goosegrass, foxtails, and other undesirable annual grasses.
- The fertilizer contains [slow release] nutrients [that may extend the availability] for turfgrass uptake.
- The post emergent broadleaf herbicide will control over 250 lawn weeds* including dandelion, chickweed, thistle and clover. A [partial] list of broadleaf weeds is presented on this label.

WHERE TO USE

[TURF Fertilizer Broadleaf Plus Dimension Weed Control] may be used on the following established turf species:

Established Cool Season Turfgrass:

- Kentucky bluegrass
- perennial ryegrass
- fine fescues
- tall fescue

Established Warm Season Turfgrass:

- bahiagrass
- bermudagrass
- buffalograss
- zoysiagrass

Do not use [TURF Fertilizer Broadleaf Plus Dimension Weed Control or this product] on dichondra, carpetgrass or colonial bentgrass. Do not use [TURF Fertilizer Broadleaf Plus Dimension Weed Control or this product] on St. Augustinegrass in Florida. Do not use this product on turfgrass where desirable clovers are present.

If the lawn has been seeded recently, wait until after the third mowing before using this product. Do not seed, overseed or sprig the treated area for 10 weeks after application.

USE RESTRICTIONS:

The use of [TURF Fertilizer Broadleaf Plus Dimension Weed Control] on lawns and ornamental turfgrasses that are not well established, or have been weakened by stress due to mechanical operations, chemical injury, disease, insects, pests, excessive temperatures, or lack of moisture may increase the chances for turfgrass injury. Allow turfgrass weakened by these stresses to recover before application of this product.

Do not use this product on or near desirable plants, including within the drip line of the roots of desirable trees and shrubs, since injury may result.

Do not apply directly to or near water, storm drains, gutters, sewers, or drainage ditches.

Do not apply within 25 feet of rivers, fish ponds, lakes, streams, reservoirs, marshes, estuaries, bays, and oceans.

Do not apply when windy.

Apply this product directly to your lawn, and sweep any product landing on the driveway, sidewalk, gutter, or street back onto the treated area. To prevent product run-off, do not over water the treated area(s) to the point of runoff or apply when raining or when rain is expected that day.

Do not exceed specified dosage for any area.

Do not use clippings from treated areas for composting or for mulching vegetables or fruit trees.

[WHEN TO APPLY]

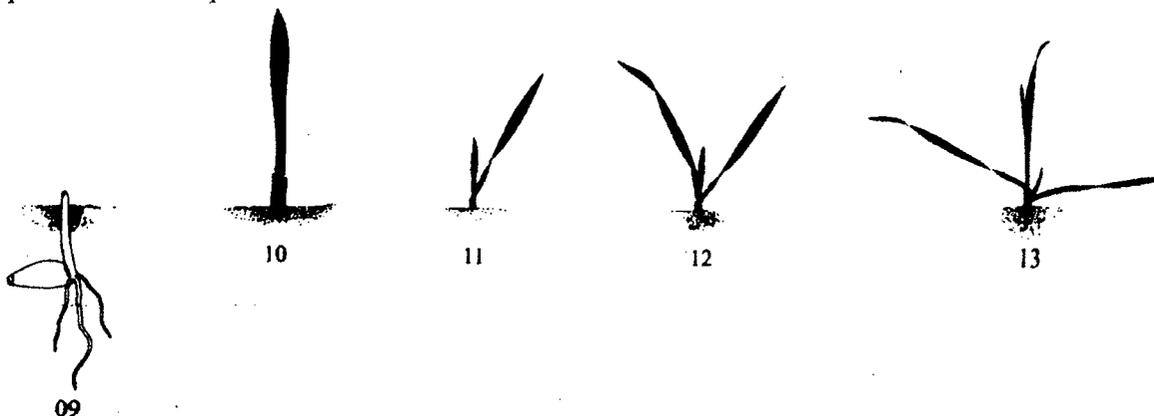
This product may be applied to established lawns as a single application or as split applications in the spring, early summer, or fall.

For the best results in the spring, apply this product one to two (1 to 2) weeks before the expected germination of crabgrass. When the period of germination for crabgrass and other weeds listed on this label extends into early summer, then a second application can be made at 6 to 10 weeks after the initial application.

For control of crabgrass and other listed grasses: This product is a preemergent herbicide to control crabgrass (smooth, southern and large) and other susceptible annual grasses. This product may also provide early post emergent control of crabgrass. However, post emergent crabgrass control will be obtained only when this product is applied before the first tiller stage of crabgrass.

[start optional growth stage description]

The graphics below indicate the growth stages of crabgrass, and the optimum timing for application of this product to assure control:



BEST Grassy weed control	GOOD Grassy weed control	POOR Grassy weed control
1 to 2 weeks before germination	Stages 9, 10, 11, or 12 above	Stage 13 or greater

[end optional growth stage description]

For broadleaf weed control:

Best results are obtained during the spring and fall when broadleaf weeds are present, young and actively growing under adequate soil moisture and favorable temperatures (50°to 80°F).

[HOW TO APPLY]

This product needs to stick to the leaves of broadleaf weeds and should be applied when the grass is wet from dew or rain; poor results will occur if it is applied to dry lawns. The lawn should not be watered or disturbed for 24 hours after application. Delay mowing for 3 days after application.

Apply this product when the wind is calm. Avoid spreading granules onto flowers, vegetables, and ornamental shrubbery or desirable plants.

[HOW MUCH TO APPLY:]

[Option 1a]

Kentucky bluegrass, fescue spp., perennial ryegrass, common bermudagrass, and zoysiagrass[.] [:Apply [2.5 to 3.6] pounds of product per 1,000 square feet of established turfgrass.]

Hybrid bermudagrass, bahiagrass and buffalograss[.] [

Apply [2.0 to 3.0 pounds] [xx.x pounds] of product per 1,000 square feet of established turfgrass.]

[Option 1b]

[Kentucky bluegrass, fescue spp., perennial ryegrass, common bermudagrass, zoysiagrass, hybrid bermudagrass, bahiagrass and buffalograss.] [: Apply [xx.x] pounds of product per 1,000 square feet of turfgrass. A second application may be made after 30 days. The maximum number of broadcast applications per treatment site is 2 per year.

New York State: Do not exceed one application at the maximum rate of 3.6 pounds of product per 1,000 sq. ft. per year [0.25 lb. active ingredient of dithiopyr per acre per year].

Other States: The maximum broadcast application rate is 3.6 pounds of product per 1,000 sq. ft. per application [1.15 lb 2,4-D ae, 0.26 lb MCPP-p acid equivalent, 0.11 lb dicamba acid equivalent, and 0.25 lb dithiopyr per acre per application]. The maximum number of broadcast applications is limited to 2 per year with a minimum of 30 days between applications. The maximum seasonal rate is 7.2 pounds of product per 1,000 sq.ft. [2.30 lb 2,4-D acid equivalent, 0.52 lb MCPP-p acid equivalent, 0.22 lb dicamba acid equivalent, and 0.50 lb. dithiopyr per acre].

[Optional Heading:] [Spreader Settings]

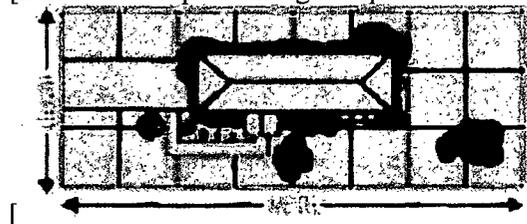
[Note: Registratn/Subregistrant will insert appropriate spreader setting information based on spreader models and use rate.]

Optional [Application Equipment and Instructions] [Spreader Directions]:

[Determining Your Lawn's Square Footage

To determine how much of this product to apply, you must determine the square footage of your lawn. An easy way to do this is to walk the length of your lawn, figuring that one pace equals approximately 3 feet. Do the same with the width of the lawn. Then multiply the length by the width to arrive at the total. Make sure you subtract the square footage of your home and driveway when calculating the total square footage of your lawn. If your lawn has an irregular shape, try dividing it up into a number of square areas. Calculate the square footage for each area, then add the figures together to reach your total lawn size.]

[Insert icon representing footprint of house, driveway and lawn]



][above pictogram is optional]

[Spreader Tips

The two main types of spreaders are the Drop Spreader, which drops the material straight down the width of the spreader as you push, and the Broadcast Spreader (also known as a rotary), which throws the material from the spreader.]

[Drop Spreader: [(See Fig. A.)] First make two passes along the top of the area you'll be covering. Then make two passes along the bottom area. Then move back and forth along the long part of the lawn. On each pass, as you reach the strips at the top and bottom of the area to be covered, shut off the spreader. It's also important to shut off the spreader when you are stopped.]

[Insert drop spreader icon]

[Insert icon showing spreader path]



][above pictogram is optional] [Fig. A.]

[Broadcast Spreader: [(See Fig. B.)] Apply in a single pass by starting on the outside border and apply in a circular path working toward the center.]

[Insert broadcast spreader icon]

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STORAGE AND DISPOSAL

Do not contaminate water, food, or feed by storage and disposal.

PESTICIDE STORAGE: Keep in original container in a cool, dry area, away from extreme heat and direct sunlight. Do not store near food feed, seeds or other pesticides.

PESTICIDE DISPOSAL AND CONTAINER HANDLING: Nonrefillable container. Do not reuse or refill this container. **If empty:** Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency or www.website.com for disposal instructions. Never place unused product down any indoor or outdoor drain.

[WARRANTY:

[NOTE] To the extent consistent with applicable law, Buyer assumes all responsibility for safety and performance if this product is not used according to the directions.]

[Optional Warranty]

**WARRANTY
IMPORTANT: READ BEFORE USE**

Read the entire Directions for Use, Conditions, Disclaimer of Warranties and Limitations of Liability before using this product. If terms are not acceptable, return the unopened product container at once.

By using this product, user or buyer accepts the following Conditions, Disclaimer of Warranties and Limitations of Liability.

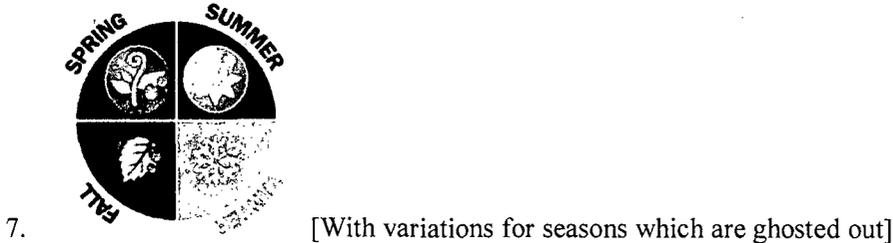
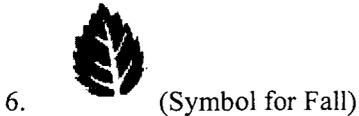
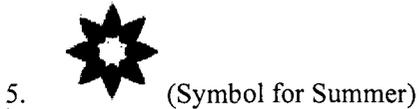
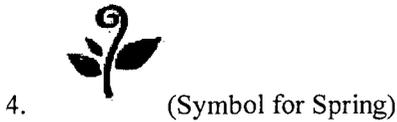
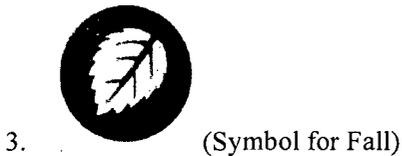
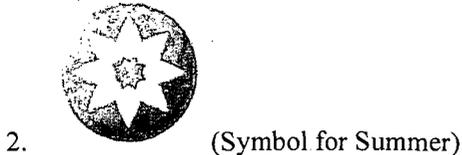
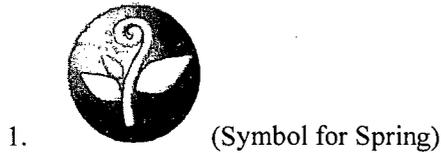
CONDITIONS: The directions for use of this product are believed to be adequate and must be followed carefully. However, it is impossible to eliminate all risks associated with the use of this product. Crop injury, ineffectiveness or other unintended consequences may result because of such factors as weather conditions, presence of other materials, or the manner of use or application, all of which are beyond the control of [Lebanon Seaboard Corporation] [Company name]. All such risks shall be assumed by the user or buyer.

DISCLAIMER OF WARRANTIES: To the extent consistent with applicable law, [LEBANON SEABOARD CORPORATION] [Company name] MAKES NO OTHER WARRANTIES, EXPRESS OR IMPLIED, OF MERCHANTABILITY OR OF FITNESS FOR A PARTICULAR PURPOSE OR OTHERWISE, THAT EXTEND BEYOND THE STATEMENTS MADE ON THIS LABEL. No agent of [Lebanon Seaboard Corporation] [Company name] is authorized to make any warranties beyond those contained herein or to modify the warranties contained herein. To the extent consistent with applicable law, [Lebanon Seaboard Corporation] [Company name] DISCLAIMS ANY LIABILITY WHATSOEVER FOR SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES RESULTING FROM THE USE OR HANDLING OF THIS PRODUCT.

LIMITATIONS OF LIABILITY: To the extent consistent with applicable law, THE

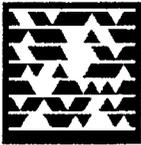
EXCLUSIVE REMEDY OF THE USER OR BUYER FOR ANY AND ALL LOSSES, INJURIES OR DAMAGES RESULTING FROM THE USE OR HANDLING OF THIS PRODUCT, WHETHER IN CONTRACT, WARRANTY, TORT, NEGLIGENCE, STRICT LIABILITY OR OTHERWISE, SHALL NOT EXCEED THE PURCHASE PRICE PAID, OR AT [LEBANON SEABOARD CORPORATION'S] [Company's name] ELECTION, THE REPLACEMENT OF PRODUCT.

[Optional Label Claims]
Claims – Miscellaneous

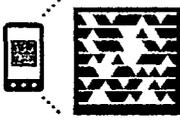




- 8. (MST – Mobile Scan Tag / color) Note, actual symbology varies from product to product, as with UPC codes.



- 9. (MST – Mobile Scan Tag / black & white)



- 10. (MST – Mobile Scan Tag / black and white with phone icon)



- 11. Must use the paw print pictogram with marketing claims No. 34 and 35 below].

12. [2] [3] [4] Season Lawn Care Program

13. [Bar code] [product number]

14. [Item number]

15. [Not] Proof of Purchase

16. Another great lawn and garden product, from the makers of Preen®.

17. Apply in [Spring], [Fall]

18. Apply in spring and fall

19. Apply once in spring when weeds* are growing

20. Apply when weeds* are growing

21. Easy to Use.

22. For home lawn care

23. For products sold in the state of Florida, the following statement may appear:

[Optional text for state of Florida] Do not apply near water, storm drains or drainage ditches. Do not apply if heavy rain is expected. Apply this product only to your lawn/garden, and sweep any product that lands on the driveway, sidewalk, or street, back onto your lawn/garden.

24. For use on cool and warm season turfgrass

25. For use on lawns

26. For use on: Kentucky bluegrass, fescue spp., perennial ryegrass, bermudagrass, zoysiagrass

27. If the fertilizer guarantee contains iron, the following statement must appear: [Note:]

[Notice:] This product contains the secondary nutrient iron. Iron may stain concrete surfaces and should not be applied on dry or water dampened concrete and should be removed from these areas promptly after application by sweeping or blowing. Do not wash off with water.

28. Keep your lawn looking great all year [Early Spring] [Late Spring] [Fall] [Insert other lawn product package images with product name]

29. Keep your lawn looking great all year [Early Spring] [Late Spring] [Fall]

30. Money Back Guarantee

31. No stain formula!

32. Northern and Southern Grasses Bluegrass, Fescue, Zoysia, Bermuda, Bahia, Perennial Ryegrass



- 33. NOW FEATURING: [GreenSmart] [GreenSmart logo] []
- 34. Pet access to lawn allowed once dust settles.
- 35. Pet access to lawn once dust from application settles.
- 36. Place holder "Picture of grass/soil interface"
- 37. Prepares your lawn for summer [Heat]
- 38. Questions or Comments? Call 1-xxx-xxx-xxxx. [insert phone graphic]
- 39. The following statement may appear if application rate instructions specify different rates based on different regions in Florida:
 [Optional fertilizer text for state of Florida when applicable:] Florida Applications: [X] annual feedings [with the exception of [listed turfgrass species (X feedings in the north and X feedings in the central and south).] This package applies X.X lbs of product per 1,000 sq. ft.]
- 40. The following statement may appear when the application rate applied is less than 1 pound of nitrogen per 1,000 sq. ft.:
 [Note:] Supplemental applications of lawn fertilizer are needed to achieve a minimum of 1 pound nitrogen per 1,000 sq. ft.
- 41. The following statement must appear (relevant to the fertilizer guarantee): [Note:] Information regarding the contents and levels of metals in this product is available on the internet at <http://www.regulatory-info-lebsea.com>.
- 42. This Bag Treats Up to ____ Square Feet
- 43. Treats Northern and Southern Grasses
- 44. TRIPLE-ACTION FORMULA:
 - Pre-emergent Herbicide
 - Lawn Fertilizer
 - Post-emergent Broadleaf Weed Killer
- 45. STEPSAVER® TRIPLE ACTION FORMULA
- 46. EASY ONE-STEP APPLICATION FOR SPRING LAWN CARE!
- 47. SAVE TIME AND MONEY!
- 48. PART 1 of 2-STEP fertilizer routine
- 49. PART 2 of 2-Step fertilizer routine
- 50. Premium Quality
- 51. From the makers of Preen®
- 52. Backed by over 60 years of professional turf care experience
- 53. "It has produced by far the best results I have ever experienced from any lawn product. Thank you." Kevin M., New York
- 54. Apply in early spring
- 55. Apply in: [spring][summer][fall][winter]



56. [www.greenviewfertilizer.com]

[For more information about this product, please use your mobile device to scan the barcode. Data rates may apply]

57. For a beautiful lawn, that's better able to thrive

*See use directions for complete list of treated weeds.

Bag Size, Pounds	Application Rate, Pounds/1,000 Sq.Ft.	Treated Area for This Bag Size, Square Feet	Bag Size, Pounds	Application Rate, Pounds/1,000 Sq.Ft.	Treated Area for This Bag Size, Square Feet	Bag Size, Pounds	Application Rate, Pounds/1,000 Sq.Ft.	Treated Area for This Bag Size, Square Feet
10	2.0	5,000	20	2.0	10,000	30	2.0	15,000
	2.5	4,000		2.5	8,000		2.5	12,000
	3.0	3,300		3.0	6,700		3.0	10,000
	3.6	2,800		3.6	5,600		3.6	8,300
12.5	2.0	6,250	25	2.0	12,500	37.5	2.0	18,750
	2.5	5,000		2.5	10,000		2.5	15,000
	3.0	4,200		3.0	8,300		3.0	12,500
	3.6	3,500		3.6	6,900		3.6	10,400
15	2.0	7,500	30	2.0	15,000	45	2.0	22,500
	2.5	6,000		2.5	12,000		2.5	18,000
	3.0	5,000		3.0	10,000		3.0	15,000
	3.6	4,200		3.6	8,300		3.6	12,500
18	2.0	9,000	36	2.0	18,000	54	2.0	27,000
	2.5	7,200		2.5	14,400		2.5	21,600
	3.0	6,000		3.0	12,000		3.0	18,000
	3.6	5,000		3.6	10,000		3.6	15,000

Claims regarding Weed Control Properties

1. [Controls] [Kills] [253] [more than ###] weeds*! (List of weeds may include any of the weeds listed in Weeds Controlled section of this label):
2. [Patented] formula kills dandelions AND stops crabgrass
3. [One Product] Kills Broadleaf Weeds* and Prevents Crabgrass
4. [TURF Fertilizer Broadleaf Plus Dimension Weed Control] is formulated to kill only the weeds*, not the lawn.
5. 2 in 1 Kills Dandelions & [Prevents] [Stops] Crabgrass [all season]
6. 2 in 1 Weed Control
7. 3 month [12 weeks] weed grass control
8. Apply when [broadleaf] weeds* are [actively] growing [in spring or early fall]
9. Begins killing on contact
10. Clobbers clover

- 11. Consistently fast on: tough weeds like clover, plantain, ground ivy and spurge [various other weeds listed]
- 12. Controls '[Kills] clover, dandelion, plantain, chickweed and [other broadleaf weeds[*]] [others as listed]
- 13. Controls Dandelion, White Clover, Plantain, Chickweed, Spurge and Many Other Listed Weeds
- 14. Controls new weeds for 3 months [12 weeks]
- 15. Destroys weeds* fast
- 16. Destroys even the toughest [lawn] weeds*
- 17. Destroys the hard-to-kill broadleaf weeds* [like clover, dandelion; oxalis]
- 18. DIMENSION® is a registered trademark of Dow AgroSciences, L.L.C.
- 19. Eliminates Lawn Weeds* [- One application does it all] - crabgrass, dandelion, viney weeds, even clover.
- 20. Especially Effective on Hard-to-Kill Weeds*
- 21. Fast-acting weed* [kill] [control]
- 22. For a beautiful weed-free* lawn
- 23. Helps keep lawns weed-free*
- 24. Kills [down to] the root, [not the lawn]
- 25. Kills [major] broadleaf weeds* [like clover, dandelion, oxalis]
- 26. Kills [Over] [More Than] XXX [250] [Listed] Weeds[*] [!] [as Listed] (Note: 253 listed weeds)
- 27. Kills [XXX] [250] weeds* including dandelion, clover and other common lawn weeds*
- 28. Kills 250 Lawn Weeds* To The Root!
- 29. Kills 250 Weeds* [to the root]
- 30. Kills 250+ [tough] [common] [lawn] weeds*
- 31. Kills broadleaf weeds* in lawns [turf]
- 32. Kills dandelion and many other broadleaf weeds*.
- 33. Kills Dandelion[s] [and most lawn weeds*]
- 34. Kills even the tough[est] broadleaf weeds* [like clover, dandelion, oxalis]
- 35. Kills major broadleaf weeds* including roots.
- 36. Kills major broadleaf weeds*, even the roots.
- 37. Kills over [xxx] [250] of the toughest weeds*
- 38. Kills Over xxx Weed* Types
- 39. Kills the root
- 40. Kills the weeds*, not the lawn [turf]
- 41. Kills tough lawn [turf] weeds*
- 42. Kills tough lawn weeds* to the root
- 43. Kills tough weeds* [to the root]
- 44. Kills weed* roots!
- 45. Kills weeds* now for few weeds in spring
- 46. Kills weeds* on contact
- 47. Kills weeds* to the root
- 48. Kills weeds*, not lawn grasses
- 49. Kills weeds*, won't harm lawn
- 50. Kills [listed] [250] Weeds*
- 51. Kills [listed] [250] Weeds* [Types] Including Roots

- 52. Kills [listed] [250] Weeds*; [Types,] Even the Roots.
- 53. Kills [listed] Weed* Types Including Roots
- 54. Kills [listed] Weed*; Types, Even the Roots.
- 55. Kills up to 250 [listed] weed* types
- 56. Kills young crabgrass [in early stages of growth]
- 57. Longer application window
- 58. More powerful than the toughest weeds*!
- 59. Prevents [Stops] crabgrass [all season]
- 60. Prevents crabgrass and kills [250] [+] common lawn weeds*
- 61. Provides broadleaf control
- 62. Replaces Steps 1 and 2 of a 4 Step Program
- 63. Starts working on contact
- 64. Stops crabgrass before it starts
- 65. Stops weeds* in one application!
- 66. Targets weeds*, leaves [grasses][the lawn] unharmed
- 67. Total weed* control
- 68. Tough weed* killer
- 69. TRIMEC® is a registered trademark of PBI/GORDON CORPORATION



- 70. Trimec® logo
- 71. Use as directed to kill major broadleaf weeds* in your lawn.
- 72. Use on Lawns to Kill the Toughest Weeds* like Clover and dandelion.
- 73. Weed-fighting Formula
- 74. Weed images (any listed weed)
- 75. Works on contact
- 76. Your best defense against tough weeds*
- 77. Controls most annual grasses and certain broadleaf weeds* commonly found in residential lawns
- 78. Give tough weeds the ONE-TWO punch this spring
- 79. Kills crabgrass up to [4] weeks after germination
- 80. Prevents crabgrass and destroys it up to 4 weeks after germination
- 81. Kills seedling crabgrass up to [4] weeks after [it emerges] [emerging]
- 82. Can be applied up to 4-weeks after crabgrass emerges!
- 83. Effective in killing crabgrass up to 4-weeks after seedlings emerge
- 84. Will control or suppress up to [XX] other listed grass and broadleaf weeds as listed
- 85. Controls or suppresses up to [XX] other listed grass and broadleaf weeds, when applied prior to germination
- 86. Stops Grassy Weeds* before they start[!]

*See use directions for complete list of treated weeds.

Claims regarding Combination Weed Control and Fertilizer

- 1. Crabgrass Preventer, [broadleaf] Weed* Killer, [Root Builder] [Turf greening]
- 2. Kills weeds* – Thickens lawn

3. Kills weeds* [and fertilizes the lawn]
4. Kills weeds* and feeds your lawn [turf] for [up to] [3 months] [12 weeks]
5. Kills Weeds* While Feeding Your Lawn
6. Kills weeds*, prevents Crabgrass and feeds your lawn [for up to 3 months] [for 12 weeks].
7. Lawn Nutrients and Weed* Control in one convenient formula!
8. Prevents Crabgrass and Fertilizes
9. Prevents Weeds* [and Fertilizes the lawn]
10. Prevents weeds* and feeds your lawn [turf] [for 3 months] [for up to 3 months] [for 12 weeks] [for up to 12 weeks]
11. Spring Fertilizer [Feed, Weed* and Crabgrass Control]
12. Stops weeds* and feeds your lawn [turf] [for 3 months] [for up to 3 months] [for 12 weeks] [for up to 12 weeks]
13. Thickens turf to crowd out weeds*
14. Triple action formula – kills [actively growing] weeds* – prevents [unsightly] crabgrass – builds stronger roots [for maximum drought resistance] [for maximum greening] [for maximum water absorption]
15. Triple [Power] [Guard] Weed* & Feed
16. Weed 'n Feed Plus Crabgrass Preventer
17. Spring fertilizer with crabgrass preventer and broadleaf weed* control in one easy step
18. Comprehensive weed* control and lawn fertilizer in one easy application!
19. One easy application does it all!
 - Fertilizes the lawn
 - Prevents crabgrass
 - Kills over 250 Broadleaf weeds* and grasses!

*See use directions for complete list of treated weeds.

Claims regarding Fertilizer Properties



1. (Symbol for heat/drought resistance)



2. (Symbol for stronger roots)
3. NO PHOSPHATE LESS NEGATIVE IMPACT ON OUR WATERWAYS [LOGO]
4. [for] [Builds] [a] thicker, [stronger,] greener [lawn] [grass] [turf]
5. [phosphorus] [phosphate] free [When "zero" phosphate indicated]
6. [TURF Fertilizer Broadleaf Plus Dimension Weed Control] strengthens roots for improved water absorption
7. [TURF Fertilizer Broadleaf Plus Dimension Weed Control] – All the fertilizer nutrients your lawn [turf] needs for spring
8. [TURF Fertilizer Broadleaf Plus Dimension Weed Control] – Providing the Nutrients Needed for Beautiful Lawn
9. [xx%] readily available nitrogen

- 10. builds [strong] deep roots [to retain water] [to protect from drought and heat] [to endure heat, drought] [for better heat and drought tolerance]
- 11. Builds strong, deep roots, for a thick, green lawn [turf]
- 12. Builds stronger roots [for maximum drought resistance] [for maximum greening] [for maximum water absorption]
- 13. Deeper roots better retain water to protect from heat and drought
- 14. Deeper, stronger roots means less watering needed
- 15. Fertilizes to provide rich color [and vigorous growth]
- 16. Great results, first season of use –guaranteed.
- 17. Greens in 72 Hours & Promotes Thick, Green Growth
- 18. Grow a thicker, greener lawn with less water
- 19. Grows [strong] [deep] roots to protect from heat and drought
- 20. Helps lawns retain water to protect against heat and drought
- 21. Improves soil fertility
- 22. Improves water absorption [in turf grasses]
- 23. Keeps lawn strong during summer’s heat
- 24. Larger Roots / Greener Lawn
- 25. Less watering, [drought resistant] due to [stronger] [deeper] roots
- 26. No burning when used as directed.
- 27. No phosphate Fertilizer [Less Negative Impact On Our Waterways] (for use when fertilizer analysis has “0” phosphate).
- 28. Promotes rapid root growth
- 29. Promotes root growth for a thicker, greener lawn [turf]
- 30. Protects & [and] strengthens for a better spring lawn [turf]
- 31. Provides your soil with nutrients
- 32. Restores nutrients to your soil
- 33. Restores nutrients to your soil for a quick spring green up [green-up] of lawn [grass] [turf].
- 34. Strengthens lawn against summer heat
- 35. Strengthens lawns against heat and drought
- 36. Strong[er] roots [can] [will] absorb [more] water [better] [with less effort]
- 37. Zero phosphate[Less Negative Impact On Our Waterways in comparison to other fertilizer products] (for use when fertilizer analysis has “0” phosphate).
- 38. Fall fertilizer promotes root growth or winter hardiness and spring green up
- 39. Two simple fertilizer applications each year in Spring and Fall – half the number of applications required by traditional Step programs
- 40. Two simple fertilizer applications each year in spring and fall only!



- 41. In comparison to other fertilizer products

Claims regarding Slow Release Fertilizer Properties



1. (Number symbol as shown in circle)
2. [1 to 12] Feeds your lawn up to [XX] [12] [weeks] [months].
3. [METH-EX®] [MESA] Provides slow, continuous feeding for up to 12 weeks. Initially some nitrogen is released by water to provide early spring green-up. As soil temperatures warm, nitrogen is gradually released through microbial action that minimizes surge growth.
4. [TURF Fertilizer Broadleaf Plus Dimension Weed Control] feeds and greens with [slow release] fertilizer [for up to 3 months] [for up to 12 weeks].
5. [xx%]slowly available nitrogen
6. Change to a more efficient, top-performing fertilizer
7. Continuous feeding [[for] [up to] 12 weeks]
8. Extended time-release feeding of nitrogen lasts into the summer.
9. Featuring both immediate release and controlled-release nutrients.
10. Featuring MESA® Slow Release Nitrogen
11. Feeds [lawns] for 3 months!
12. Feeds [greens] [strengthens] [thickens] your lawn for up to 3 months [12 weeks]
13. Feeds [your] [the] lawn [for 3 months]
14. Feeds your lawn [turf] up to 12 weeks
15. Fertilize once for the growing season.
16. Fertilize Once for the Season[—Feeds and greens with slow release fertilizer for up to three months.]
17. Get spectacular results with an enhanced efficiency fertilizer.
18. Greens up to 3 months [12 weeks]
19. GreenView® and METH-EX® are registered trademarks of Lebanon Seaboard Corporation.
20. MESA® is a registered trademark of Lebanon Seaboard Corporation.
21. METH-EX® is a registered trademark of Lebanon Seaboard Corporation.
22. No flush growth response after application means less clippings
23. Only one application needed with new nitrogen technologies.
24. Patented, controlled release nitrogen [for continuous feeding]
25. Quick and continuous greening for up to 3 months [12 weeks]
26. Slow release nitrogen helps prevent leaching into area water systems when applied as directed.
27. What is Slow Release Nitrogen?
28. MESA® proprietary slow-release nitrogen builds strong roots to provide controlled, steady nutrition for your lawn
29. MESA® is a proprietary, patented slow-release nitrogen source
30. Contains MESA® controlled release nitrogen
31. New Jersey slow-release nitrogen compliant
32. Slow-release nitrogen content compliant in [state, state, state]
33. Provides the [lawn] [turf] controlled, steady nutrition
34. Consistent greening with no excess growth, and less mowing!

- 35. Provides lush, green lawn with no excess growth
- 36. No surge growth
- 37. Less mowing, because greening is more consistent
- 38. Feeds [lawns] for ([8] [9] [10] [11] [12] weeks) ([2] [3] months) !
- 39. Feeds [plants] [for] [up to] [X months]!
- 40. Feeds [your] [the] lawn for [(2) (3) months] ([8] [9] [10] [11] [12] weeks
- 41. MESA® - A little bit of blue makes a whole lot of green.
- 42. [MESA®] [GreenSmart] promotes:
 - Deeper Green Turf
 - Faster Green-Up
 - More Nitrogen to the Plant
 - Brilliant Color Response, Even in Cooler Temperatures
 - Fewer Clippings
 - Extended Color for up to [8] [9] [10] [11] [12] weeks
- 43. How can any fertilizer that works so quickly last so long?
- 44. The answer is MESA®, the patented combination of ammonium sulfate with methylene urea
- 45. NO artificial coatings
- 46. Ammonium sulfate release is effectively controlled to provide consistent, brilliant turf color
- 47. Features MESA®: the first nitrogen source to combine ammonium sulfate with methylene urea in a single particle.
- 48. MESA® retains its slow-release attributes even when cracked, chipped, or crushed
- 49. NO flush-growth response
- 50. Dependable, economical fertilizer choice for any residential lawn



51. (photo: MESA granules)



52. (photo: MESA granule – whole)

53.



54. Patented Controlled Release Nitrogen

55.

XX	XX	XX
Nitrogen (N)	Phosphorous (P)	Potassium (K)
Contains Timed-Release Nitrogen for growing a thick green lawn [Stimulates growth and encourages a thick. green lawn]	Improves Root [Improves root growth and Plant Storage Capacity]	Improves Plant Hardiness & Drought Resistance

Claims regarding GreenSmart Enhanced Efficiency Fertilizer Properties

1. GreenSmart Enhanced Efficiency Fertilizer for a Green Lawn
2. [contains] [with] GreenSmart^o
3. GreenSmart^o
4. GreenSmart (logos)







5. [GreenSmart Enhanced Efficiency Fertilizer -] Improved nutrient release and absorption into the lawn [turf] allows 20% less nutrients to be applied while still providing [a] quality lawn [turf]
6. GREENSMART ENHANCED EFFICIENCY FERTILIZER FOR A GREEN LAWN and Design is a registered trademark of Lebanon Seaboard Corporation.
7. 20% less nutrients required for the same great lawn [turf] results [with GreenSmart Enhanced Efficiency Fertilizer]
8. A high-quality product, made with GreenSmart^o
9. Because your grass is better able to absorb and use the nutrients and moisture provided by the surrounding soil, less fertilizer ingredients are needed.
10. Better lawn nutrition [means] [results in] stronger, heartier grass.
11. Boosted root development helps retain water to protect against heat and drought, so less watering is needed.
12. Enables lawns [turf] to use nutrients more efficiently
13. Enhanced Efficiency Fertilizer
14. Enhances nutrient absorption
15. Enriches soil to promote a vibrant, hardy lawn [turf]
16. Enriches soil, nourishing [lawn][plants] to become stronger and more able to withstand stresses like drought — so you can water less.
17. Fertilizers with GreenSmart^o represent a new class of lawn-care treatment options.
18. For the results you want – for the neighborhood you can be proud of.
19. Good nutrition is an essential part of being personally fit, and a big part of a quality lawn too.
20. GreenSmart^o – Proven performance.

- 21. GreenSmart^o [provides] [adds] nutrients where they are needed most, stimulating root growth and improving the efficiency of the lawn's natural root system.
- 22. GreenSmart and design is a registered trademark of Lebanon Seaboard Corporation
- 23. GreenSmart^o enhances poor soil, creating an environment in which lawns [turf] can thrive.
- 24. GreenSmart^o enhances soil habitat to improve nutrient absorption. Better plant nutrition means stronger, heartier plants.
- 25. GreenSmart^o helps build strong plants that need less watering because stronger, flourishing lawns are more able to withstand heat and drought.
- 26. GreenSmart^o helps reduce lawn stress due to heat and drought.
- 27. GreenSmart^o helps revitalize soil, making more [conventionally] [commonly] [normally] occurring nutrients available.
- 28. GreenSmart^o introduces beneficial nutrients that promote stress-resistance in [plants] [lawns]
- 29. GreenSmart^o is an exclusive, nutrient-rich formula that promotes plant quality
- 30. GreenSmart^o is rich in essential nutrients [plants] [lawns] need.
- 31. GreenSmart^o is rich in essential soil nutrients plants need for optimal plant quality.
- 32. GreenSmart^o nourished lawns [turf] are more robust because their root systems are larger, deeper and better developed. Vigorous roots mean[s] the lawn [turf] is hardier and better able to tolerate the stress that comes with heat and drought.
- 33. GreenSmart^o produces thick, green lawns [turf]
- 34. GreenSmart^o promotes a lawn that's heartier and better able to sustain itself.
- 35. GreenSmart^o promotes better water retention to protect against heat and drought
- 36. GreenSmart^o provides lawns [turf] with nutritional support to help promote and maintain overall plant vigor resulting in a beautiful, green lawn.
- 37. GreenSmart^o provides nutritive benefits to the [lawn][plants] [turf] to enhance nutrient reception.
- 38. GreenSmart Look for it in quality lawn and garden products.
- 39. GreenSmart's^o nutrients stimulate soil habitat efficiency and promote development of deeper roots for a lawn that needs less watering, and produces grass that's hearty and drought resistant.
- 40. Helps lawns [turf] retain water to protect against heat & [and] drought
- 41. Helps unlock nutrients already in the soil
- 42. Improved Nitrogen Efficiency - Reduces Leaching
- 43. Improves drought resistance
- 44. Improves lawn's [turf's] ability to absorb water & [and] nutrients
- 45. Improves water conservation by building strong roots and more stress-tolerant plants
- 46. Increase nutrient up-take in grass [lawns] [turf] up to 20% [with GreenSmart Enhanced Efficiency Fertilizer]
- 47. Lawn[s] [turf] [and plants] nourished with [company name's] GreenSmart^o are [is] able to tolerate the stress from heat and drought. GreenSmart^o produces large, deep, and well developed root systems that can retain water. This enables lawns [turf] [and plants] to withstand stressful conditions.
- 48. Lawns with soil that's flourishing have decreased threat of weed infestation.
- 49. Less watering needed
- 50. Less watering needed, drought resistant [lawn] [turf]

- 51. Makes it easier for lawns [turf] to absorb soil nutrients
 - 52. More efficient nutrient delivery, providing similar results with less nitrogen than traditional fertilizers
 - 53. More efficient nutrient delivery; requires less nitrogen inputs.
 - 54. Now with [GreenSmart logo]
 - 55. Plants [lawns] [turf] use[s] nitrogen more efficiently so you need less
 - 56. Poor soil may have fewer of the nutrients needed to promote a vigorous lawn [turf]. GreenSmart^o works by enriching your soil with nutrients. GreenSmart^o revitalizes the soil, which aids in the development of a larger, deeper and better root system. The enhanced habitat is proven to produce a green, thick, vigorous lawn [turf], and reduces the need for watering.
 - 57. Promotes rapid root growth [for a thick green] [lawn] [turf]
 - 58. Provides similar greening results with up to [20%][30%] less nitrogen than traditional fertilizers.
 - 59. Recharges your soil with nutrients!
 - 60. Reduces need for watering by increasing tolerance to drought and heat
 - 61. Reduces plant [lawn] [turf] stress related to drought
 - 62. Reduces stress on lawns [turf], protects from drought & heat
 - 63. Revitalizes soil habitat to grow stronger, heartier plants.
 - 64. Speeds root growth to improve nutrient absorption
 - 65. Take pride in your lush, green lawn – and pride in your neighborhood.
 - 66. The added efficiency provided by GreenSmart^o goes beyond a green, vibrant lawn because it promotes reduced leaching of nutrients into waterways.
 - 67. Unlocks the nutrients in soil, enhancing nutrient absorption, so you can grow a thicker, greener lawn [turf] with less water.
 - 68. Unlocks the nutrients in your soil
 - 69. When it comes to growing a green lawn, GreenSmart^o is downright brilliant!
 - 70. With GreenSmart^o, your grass is better able to get what it needs to thrive. The added efficiency provided by GreenSmart goes beyond a greener lawn.
 - 71. www.greensmart.com
 - 72. You can feel good about the beautiful, green lawn results — and the positive impact on your neighborhood.
- [This statement will appear in close proximity to the “^o” and appear once per page when used.] ^o Enhanced Efficiency Fertilizer

GreenView® Brand of Products Optional Marketing Claims

- 1. To the extent consistent with applicable law, [GreenView®] [Company name] guarantees you will be satisfied with the performance of this product when used as directed. If you are not satisfied, return to a[n] [Company name] store with proof of purchase for a replacement product or full refund of the purchase price. Or you can mail proof of purchase to the address listed below for a full refund. [Company name and address]
- 2. [GreenView®] [Company name] guarantees you will be satisfied with the performance of this product when used as directed, or your money back. If not satisfied, describe the nature of your problem and simply send proof of purchase to [Lebanon Seaboard Corporation, 1600 East Cumberland Street, Lebanon, PA 17042] [Company name and address].

- 3. For more information on our complete line of [GreenView®] [Company Name] [Brand Name] Lawn and Garden Products, visit our website at [www.lebsea.com] [www.greenviewfertilizer.com] [www.xyz.com] [Insert product images]

GREENVIEW®

- 4. GreenView® (logo)
- 5. GreenView® is a registered trademark of Lebanon Seaboard Corporation.
- 6. GreenView® yard wide guarantee [green leaf graphic] [GreenView® logo]



- 7.
- 8. [* See back panel for more details] (as part of design only shown when used on label surfaces, other than the back panel)

Preen® Brand of Products Optional Marketing Claims

- 1. To the extent consistent with applicable law, [Company name] guarantees you will be satisfied with the performance of this product when used as directed, or your money back. If not satisfied, describe the nature of your problem, and send with proof of purchase to: [Company name and address]
- 2. Keep your lawn looking great all year [Early Spring] [Late Spring] [Fall] (show other Preen Lawn package images with product name)
- 3. Preen works so you don't have to

Preen

- 4. Preen® logo

With:

Preen

WEED CONTROL

- 5.

With:

Preen

WEED CONTROL

- 6.

Featuring:

Preen

WEED CONTROL

- 7.

- 8. Preen® Guarantee
- 9. Preen® is a registered trademark of Lebanon Seaboard Corporation.
- 10. www.preen.com

- 11. Preen Kills 250 Weeds
- 12. Try [these] other Preen products!
 - o Preen Weed & Grass Killer
 - o Preen Crabgrass Preventer
 - o Preen Mulch Plus
 - o Preen Garden Weed Preventer
 - o Preen [Garden] Weed Preventer Plus Plant Food
 - o Preen Weed Preventer with Brilliant Blooms Fertilizer
 - o Preen Landscape Weed Control Fabric
 - o Preen Organic Vegetable Garden Weed Preventer

ACE® Brand of Products Optional Marketing Claims

- 1. ACE® is a registered trademark of ACE Hardware Corp.
- 2. Green Turf® is a registered trademark of [Company Name]
- 3. Made in the USA for ACE Hardware Corp., Oak Brook, Illinois, 60523, USA
- 4. Questions or Comments Call 1-XXX-XXX-XXXX



- 5. Satisfaction Guaranteed ACE® Promise [circle graphic]
- 6. Telephone graphic
- 7. The ACE® Promise. If this ACE product when used for its intended purpose, fails to give you complete satisfaction, return the item to the ACE Hardware store where purchased for free replacement of the same or similar item.
- 8. [www.]acehardware.com



9.



10.

Sta-Green® Brand of Products Optional Marketing Claims

1. Computer and phone graphics
2. If you use [TURF Fertilizer Broadleaf Plus Dimension Weed Control] as directed and are not completely satisfied, send proof of purchase from this package and the original cash register receipt to the address below. We will refund the purchase price you paid.
3. LOOK! For other quality Sta-Green® lawn & garden products. For more information, visit us on our website at www.sta-green.com [www.xyz.com] or call our Consumer Service [Customer Service] Hotline [Number] at 1-xxx-xxx-xxxx.
4. Money Back Guarantee [optional graphic]
5. Sta-Green® is a registered trademark of [Company name]



6. Sta-Green® logo
7. The Sta-Green® Promise
8. Your satisfaction guaranteed or your money back!

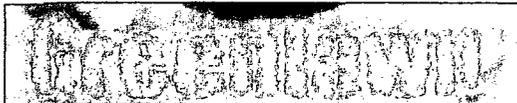
AGWAY® Brand of Products Optional Marketing Claims



1.



2.



3.

4. [Brand] is a [registered] trademark of [Company]
5. 4 Stage Lawn Care Program
6. Agway® and Stage® are registered trademarks of Southern States Cooperative, Inc.
7. NOTICE: To the extent consistent with applicable law, buyer assumes all responsibility for safety and use not in accordance with directions.
8. Agway [(Subregistrant)] 4 Stage Lawn Program makes it easier to have a lush, green lawn. Our 4 simple applications eliminate the guesswork and give you professional lawn care results. Each stage combines just the right amount of fertilizer with the right amount of control and prevention. Just match each stage to the correct season and you'll prevent crabgrass, control weeds, and prepare your lawn for the winter, it's what your lawn needs for strong growth crabgrass, control weeds and insects, and prepare your lawn for the winter, it's what your lawn needs for strong growth.
9. Agway Lawn Weed Control
10. Guaranteed Satisfaction

- 11. (Subregistrant) Guarantees Satisfaction
- 12. 4 Stage Lawn Care Program.[Pictogram numbers 1-4] [pictogram for 4 Step Program]
 - March 1 – April 30
 - April 15 – June 15
 - August 1- September 30
- 13. No crabgrass [Pictogram crabgrass circle with slash through it]
- 14. Stage 1 [Pictogram crabgrass with slash through it]
- 15. AGWAY’S Greenlawn products are the quality choice in complete lawn care. You determine your lawn needs, and you’ll find a Greenlawn product to help you. Fertilizers, lawn starters, crabgrass prevention, weed control, winterizers - everything your lawn needs for a lush, green lawn and year-round protection. Each one is easy to apply and guaranteed to produce quick, long-lasting results.
- 16. Notice: Read the entire label. Use only according to label directions. Before buying this product, read the Warranty Section elsewhere on this label. If terms are not acceptable, return the unopened container at once.
- 17. AGWAY Guarantees Satisfaction If for any reason you are not fully satisfied with the performance of this product, we want to know. Just bring the item back to the store and we will exchange it or issue a refund.
- 18. For best results, use an Agway spreader.
- 19. Agway Guarantees Satisfaction
- 20. Agway® and Greenlawn® are registered trademarks of Southern States Cooperative, Inc.
- 21. Agway® logo
- 22. Calendar Application Icon
- 23. Guaranteed Satisfaction logo/pictogram
- 24. If for any reason you are not fully satisfied with the performance of this product, we want to know. Just bring the item back to the store and we will exchange it or issue a refund.
- 25. Manufactured for and distributed by Southern States Cooperative, Inc., 6606 West Broad Street, Richmond, VA 23230
- 26. To find an Agway store near you visit www.agway.com
- 27. For more information on spreader settings go to www.agway.com
- 28. For more information, visit www.agway.com
- 29. For more information on spreader settings, go to www.agway.com

Private Label Customer Brand of Products Optional Marketing Claims

- 1. To the extent consistent with applicable law, [Company name] guarantees you will be satisfied with the performance of this product when used as directed, or your money back. If not satisfied, describe the nature of your problem, and send with proof of purchase to: [Company name and address]
- 2. [Private label] is a registered trademark of [Company name]
- 3. [Private label] logo
- 4. Computer and phone graphics

- 5. If you use [TURF Fertilizer Broadleaf Plus Dimension] as directed and are not completely satisfied, send proof of purchase from this package and the original cash register receipt to the address below. We will refund the purchase price you paid.
- 6. LOOK! For other quality [Private label] lawn & garden products. For more information, visit us on our website at [www.xyz.com] or call our Consumer Service [Customer Service] Hotline [Number] at 1-xxx-xxx-xxxx.
- 7. Money Back Guarantee [optional graphic]
- 8. Your satisfaction guaranteed or your money back!

Menards® Brand of Products Optional Marketing Claims:



1.



2.



- 3. 100% Satisfaction Guaranteed or Your Money Back
- 4. Menards is a registered trademark of Menard, Inc. Corporation.
- 5. Distributed by Eau Claire Coop Oil Co., P.O. Box 837, Eau Claire, WI 54702



- 6. SLOW-RELEASE NITROGEN FEEDS YOUR LAWN OVER (2) (3) (4) MONTHS!
- 7. If, for any reason, after using the Menards® Premium 4-Step Fertilizer Program, you are dissatisfied with the results, simply bring the label from a bag of Menards® Premium Lawn Fertilizer and proof of purchase to the store this product was purchased from for a full refund.

- 8. Lawn Builder
- 9. ForeverGreen® is a registered trademark of E C Grow Incorporated Corporation.



10.



11. ZERO PHOSPHORUS

12. Fertilize turf [lawn] to improve color, density, uniformity and resistance to traffic.

Pike Nurseries® Brand of Products Optional Marketing Claims



1.

- 2. PIKE NURSERIES is a registered trademark of Pike Nurseries Acquisition, LLC.
- 3. Pike Nurseries Corporate Office, 2675 Breckinridge Blvd., Suite 300, Duluth, GA 30096



4.

- 5. SUPER PREMIUM
- 6. Satisfaction Guaranteed

Armstrong Garden Centers Brand of Products Optional Marketing Claims



1.

- 2. Armstrong Garden Centers, Inc., 2200 E. Route 66, Suite 200, Glendora, CA 91740

Vigoro Brand of Products Optional Marketing Claims



1.

- 2. Vigoro is a registered trademark of HOMER TLC, INC. CORPORATION
- 3. Vigoro, is a ® sub-brand of The Home Depot
- 4. THD corporate address is: The Home Depot, 2455 Paces Ferry Road, Atlanta, GA 30339

Orchard Supply Brand of Products Optional Marketing Claims



- 1.
- 2. Orchard Supply Hardware is a registered trademark of Orchard Supply Hardware, LLC.
- 3. Orchard Supply Hardware, 6450 Via Del Oro, San Jose, CA 95119



- 4.
- 5.

Wal-Mart Expert Gardener Brand of Products Optional Marketing Claims



- 1. Expert Gardener logo.
- 2. Expert Gardener Guarantee



Guarantee

When you choose Expert Gardener® products, you can be assured of high quality and performance in your lawn and garden. If for any reason you are not completely satisfied with this product, we will refund your money. Please mail your name, address and proof of purchase (dated receipt and package UPC/barcode) to the address listed below. Also, to ensure quality control, please write us a brief note explaining your experience with our product and reason for seeking a refund.

- 3. Guaranteed and Distributed by: [company name]



- 4. Consumer Helpline 1-866-369-2533



- 5. Information regarding the contents and levels of metals in this product is available on the internet at [website]
- 6. Expert Gardener® is Marketed Exclusively by Wal-Mart Stores Inc. Bentonville, AR 72716.
- 7. Shop @ www.walmart.com

True Value Brand of Products Optional Marketing Claims



- 1. GreenThumb logo.
- 2. Manufactured by: [Company Name and address]
- 3. [Brand] is a registered trademark of [Company]
- 4. [Brand] is a trademark of [Company]

Tractor Supply Brand of Products Optional Marketing Claims



- 1. Ground Work logo.
- 2. Manufactured by: [Company name]
- 3. Manufactured Exclusively for Tractor Supply Company®
- 4. GroundWork™ is a trademark of Tractor Supply Company®

Appendix 1

[Controls][Kills][253][more than ####] weeds! (List of weeds may include the following):

Amaranth, purple	Cupid shaving Brush	Mustard, ball	Speedwell, common
Amaranth, slender	Cudweed	Mustard, black	Speedwell, corn
Aster, heath	Daisy, English	Mustard, blue	Speedwell, ivyleaf
Aster, white heath	Daisy, oxeye	Mustard, hedge	Speedwell, persian

Aster, purple	Dandelion, common	Mustard, indian,	Speedwell, purslane
Aster, white prairie	Dandelion, false	Mustard, tansy	Speedwell, slender
Artichoke	Day flower	Mustard, tumble	Speedwell, snow
Austrian fieldcress	Deadnettle	Mustard, white	Speedwell, thymeleaf
Bedstraw, Catchweed	Dichondra	Mustard, wormseed	Spiny amaranth
Bedstraw, smooth	Dock, broadleaf	Nettle, stinging (burning)	Spurge, spotted
Bedstraw, Northern	Dock, curly	Nettle, tall	Spurge, prostrate
Bedstraw, pineywoods	Dogbane	Nettle, wood	Spurweed
Beggarticks, hairy	Dogfennel	Parsley-piert	Star of Bethlehem
Betony, Florida	Dollarweed	Parsnip	Strawberry, India mock
Bindweed, Field	(Pennywort)	Pearlwort	Tansy ragwort
Bindweed, Hedge	Dove weed	Pennycress (frenchweed)	Tanweed
Bitter Wintercress	Elderberry	Pepperweed, perennial	Thistle, blessed
Bittercress, hairy	Falseflax	Pepperweed, virginia	Thistle, bull
Bitterweed	False sunflower	(Peppergrass)	Thistle, canada
Black-eyed Susan	Fiddleneck	Pigweed, prostate	Thistle, flodman (prairie)
Black Medic	Filaree, redstem	Pigweed, redroot	Thistle, musk
Blood flower milkweed	Filaree, whitestem	Pigweed, russian	Thistle, platte
Blue lettuce	Fleabane, daisy	Pigweed, smooth	Thistle, plumeless
Brassbuttons	(annual)	Pigweed, tumble	Thistle, russian
Bristly oxtongue	Fleabane, rough	Pineapple weed	Thistle, scotch
Broomweed	Galinsoga, hairy	Plains coreopsis (tickseed)	Thistle, wavyleaf
Buckhorn	Galinsoga, smallflower	Plantain, blackseed	Thistle, yellow (horrible)
Bullnettle	Goldenrod	Plantain, bracted	Trailing crownvetch
Burclover	Ground ivy	Plantain, broadleaf	Velvetleaf
Burdock	Groundsel	Plantain, buckhorn	Vervain, blue
Burweed, lawn (spurweed)	Gumweed	Plantain, hoary	Vervain, hoary
Buttercup, bulbous	Hairy fleabane	Plantain, narrowleaf	Vervain, prostrate
Buttercup, creeping	Hawkweed, meadow	Plantain, slender	Vervain, tall
Buttonweed, common	Hawkweed, mouseear	Plantain, woolly	Vetch, bird
(poorjoe)	Hawkweed, orange	Poison ivy	Vetch, hairy
Buttonweed, virginia	Hawkweed, yellow	Poison oak	Vetch, milk
Carolina geranium (wild)	Healall	Pokeweed	Vetch, narrowleaf
Carpetweed	Heartleaf drymary	Prairie Sunflower	Vetch, wild
Catnip	Hemp	Prickly lettuce (compass plant)	Virginia creeper
Catsear, spotted (false	Henbit	Prickly sida	Western clematis
dandelion)	Hoary cress	Prostrate knotweed	Western salsify
Chamber bitter	Horsenettle	Puncturevine	Wild aster
Chickweed, common	Horseweed	Purslane, common	Wild buckweat
Chickweed, mouseear	Jimsonweed	Pusley, brazil	Wild carrot
Chickweed, sticky	Johnny-Jumpup violet	Pusley, florida	Wild four-o'clock
Chicory	Knawel	Pusley, large flower	Wild garlic
Cinquefoil	Knotweed, prostrate	Ragweed, bur	Wild lettuce
Clover, crimson	Kochia	Ragweed, common	Wild marigold
Clover, alyce	Lambsquarters	Ragweed, lanleaf	Wild mustard (yellow rocket)
Clover, hop	Lespedeza	Ragweed, western	Wild onion
Clover, rabbit foot	Mallow, alkali	Redstem filaree	Wild parsnip
Clover, red	Mallow, bristly	Rough cinquefoil	Wild radish
Clover, strawberry	Mallow, common	Scarlet pimpernel	Wild rape
Clover, yellow sweet	Mallow, dwarf	Shepardspurge	Wild strawberry
Clover, white sweet	Mallow, venice	Smartweed, ladythumb	Wild sweet potato
Clover, white	Marcela	Smartweed, pale	Wild violet
Cockle	Matchweed	Smartweed, pennsylvania	Woodsorrel, creeping
Cocklebur	Mexicanweed	Smooth chaff-flower	Woodsorrel, violet
Cocklebur, oriental	Moneywort	Smoothdock	Woodsorrel, yellow (Oxalis)
Cocklebur, spiny	Morningglory, bigroot	Sorrel, red (sheep)	Woolly croton
Common mullein	Morningglory, ivyleaf	Sowthistle, annual	Wormseed
Corn Spurry	Morningglory, mexican	Sowthistle, spiny	Yarrow, common
Creeping Beggarweed	Morningglory, red	Spanish needles	Yarrow, western
Creeping Jenny (creeping	Morningglory, tall	Speedwell, bi-lobed	Yarrow, yellow
charlie)	Morningglory, wolly		
	Mugwort		

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